

THE
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A JOURNAL
SPECIALLY DEVOTED TO THE INTERESTS OF THE

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[With which is incorporated the American Literary Gazette and Publishers' Circular, established 1852.]

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VOL. VIII. No. 20. NEW-YORK, November 13, 1875. WHOLE No. 200.

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THE West has this year produced a gift-book, the first of its kind published there, which compares favorably with the products of Eastern presses. This is "Songs of Yesterday," Mr. Benjamin F. Taylor's new volume of poems, just ready by S. C. Griggs & Co., Chicago. Its binding is tasteful and handsome, its paper of the finest, and it is filled with charming illustrations by Miss Hallock, Darley, Moran, Eytinge, Sheppard, and other artists, which, barring one or two exceptions, are exquisitely engraved and printed. Of the text of the book, we need only say that it includes some of the most capital work this heartfelt home poet has done. The price is but \$4.

THE Routledges are offering a fine line this year, especially rich, as usual, in fine art books and illustrated juveniles. Their advertisement elsewhere should be especially consulted.

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AT this season for holiday buying, the English invoice to be offered by Messrs. George A. Leavitt & Co., at the last of the month, claims especial attention. It includes some of the most sumptuous books in the market, a thousand lots in all, many in the finest bindings, and is worth the notice of all classes of buyers. The catalogue is now ready. Bangs, Mervin & Co. had their parcel sale this week, and, commencing Monday next, offer a valuable collection of Americana, the library of Mr. Wm. Clogston, of Springfield, Mass.

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Treasure Trove Series, v. 3, Story. 1.00
Werner, A Hero of the Pen. \$1.50; pap. 75

JONES, BROS. & Co., Cincinnati.
Ridpath, U. S. History. 1.75

LEE & SHEPARD, Boston.
Albertson, Four-Footed Lovers. 1.50
Battey, Quaker Among the Indians. 1.50
River of Dreams, etc. 1.25
Williams, Getting to Paris. 1.75

DE WITT C. LENT & Co., New-York.
Satterlee, Currency. Pap. 10

LOCKWOOD, BROOKS & Co., Boston.
Thayer, The Farmer Boy. 1.50

NELSON & PHILLIPS, New-York.
Leslie, Elfreda. 1.50
—— Leofwine. 1.50
—— Marian's Mission. 1.00
—— Sunshine of Blackpool. 1.00
Little Foxes. 90
Pollard, Gipsy's Adventures. 90
Richmond, The Two Paths. 1.00

JAS. R. OSGOOD & Co., Boston.
Dickens, *Ill. Gadshill ed.*, v. 7, 8, 9. Ea. \$2.00
Scott, *Ill. Melrose ed.*, v. 7. 2.00

P. O'SHEA, New-York.
Weninger, Lives of the Saints, pt. 4. 1.00

POTT, YOUNG & Co., New-York.
Ballantyne, Rivers of Ice. 1.50
Whymper, Heroes of the Arctic. 1.00

G. P. PUTNAM'S SONS, New-York.
Achard, Hist. of My Friends. 1.75
Anderson, Travel in S. W. Africa. 2.25

RANDOLPH & ENGLISH, Richmond, Va.
Virginia, Ct. of Appeals Rep., v. 6, 2d ed. 5.00

ROBERTS BROS., Boston.
Ewing, Six to Sixteen. 1.50
Forest, Mice at Play. 1.50
Preston, Cartoons. 1.50

SCRIBNER, ARMSTRONG & Co., New-York.
Rousselet, India and its Native Princes.
\$25; \$30; 35.00
Stockton, Tales out of School. 2.50
Verne, Dropped from the Clouds. 2.00

B. WESTERMANN & Co., New-York.
Enthoffer, Origin of our Alphabet. Pap. 50

A. WILLIAMS & Co., Boston.
Bugbee, Battle of Bunker Hill. 2.00

P. W. ZIEGLER, Phila.
Morris, Conflict of Science with Religion.
\$3.50; 5.50

The Philosophy of Sales.

THE success or failure of almost any house in the book trade can be predicated from three elements: the judgment with which they manufacture or buy books, the economy with which they conduct their business, and the wisdom with which they make sales. The expense account has betrayed many a house into unexpected embarrassment, but we wish now to point out how very important, especially in this question of reform, is a wise and far-sighted policy as to sales.

The overweening desire to make large sales has been a chronic evil in very many branches of business ever since the war. It is the key to much of our commercial depression. The necessity of covering increased expense accounts by making larger sales has been the standing excuse; but this means nothing, unless these sales show some kind of a profit. Otherwise, it is the old story—told by a member of the trade—of the man who bought fish-hooks at two cents apiece, and sold them at one, and when asked how he made money in that way, explained that it was because he did so large a business. Large sales are a curse, if it costs more

to make them than the "margin" on which they are made, for they cheat the short-sighted business man into the belief that he is doing well, when in reality he is starting down hill toward bankruptcy.

But what is a profitable sale? It is a sale which pays sufficient profit to cover cost and expenses; and, secondly, which will be paid for. This last point is the one too often forgotten. And here is the *rationale* of what the reform desires of publishers and jobbers. All it has ever asked, indeed, is that individual houses shall do business on true business principles, so that dishonest or reckless buyers shall not have the advantage over honest and sound ones, as has of late years been practically the case. And organization became necessary simply because this evil had become general, and there was not backbone enough in most of the individual houses to take the stand singly, at the risk of a temporary diversion even of unprofitable trade. A selling house should not make sales to undersellers, because the underseller, doing business on a margin which must be seen to be insufficient to pay expenses, must sooner or later fail to pay his bills. He is thus discounting the profit he makes by his failure or compro-

mise at the end, innocently it may be, but sometimes with such recklessness, against all advice, as is scarcely removed—provided he be a man of ordinary business sense—from intention and criminality. In other words, he sells books for nothing, and pays his living expenses out of the pockets of the people who are so eager to sell him. It is the seller sold.

We might go one step further, and say truly that a sale is not profitable when it prevents further sales. If a publisher, for instance, by placing his goods, even at a profit and with security (and usually he has any thing but the latter), with the underseller of any one place or neighborhood, throws the body of the local trade into that one man's hands, he is in the first place, as a rule, diminishing the total sales of books in that locality, and in the second place striking a blow at the commercial soundness of his other customers there. He puts a premium on unsound trading by giving both equal terms (the underseller perhaps better, because he buys more), and he makes it less possible for the other customers to pay their bills. This was, in another way, an indirect but a chief evil of the old trade-sales system.

What we are trying to show is that all the reform asks is reasonable business caution. It is scarcely necessary, in fact, to go into the question raised in the last paragraph, for the evil is scotched before you get there, if the preceding considerations are put into practical operation. For here is in most cases discrimination enough. If any man is selling at rates which you know he can not afford, he is not likely to pay his bill, or at best all of it. His bill is therefore in the position of a note on the street, whose makers are "shaky;" the note-brokers require an extra discount as insurance for the risk. Now, the selling house does not understand business principles unless it asks a like insurance, and therefore makes its discount so much less. This is really a truism in business, yet the practice of the book trade has been on the opposite principle—the biggest discount to the most reckless buyer. Some houses will excuse themselves on the plea, "Oh! he will last long enough to pay my bill." But this is, in the first place, a piece of recklessness which should give question of the business soundness of the selling house itself, and is, secondly, a "devil take the hindmost" piece of business, that pulls the dead wall down on other people's heads while the miscreant himself dodges round the corner.

It must be said that the desire of each individual house to make and to keep customers, at any hazard, is the real stumbling-block in the way of a prosperous book trade. If a customer, be he reader, retailer, or jobber, threatens to go

elsewhere, why, he must have his books below cost, "rather than lose the customer." Now, such customers are good customers to lose, and the loss of such sales is a gain. Let them go. Don't let any other man browbeat you into throwing your money into the street, because he threatens to throw his if you don't. Let him; and put a question-mark to his name on your credit books. Nevertheless, we have seen some of the strongest advocates and most honest believers in reform knuckle under like a scared mouse when this *argumentum ad hominem* was just hinted at them. So long as leaders of the trade make this mistake, so long they will have the pleasure of receiving fifty or fifteen cents on the dollar every few months from some new bankrupt.

This whole argument has present application in several, in fact in most, salient questions of the reform, as it stands now. We trust to see individual houses have backbone enough at this juncture to do their own business on sound principles, and let less wise houses take their own course.

THE letter of H. B. Nims & Co., printed elsewhere, puts an important point, whose relations are pointed out above, squarely, and should receive attention. But it errs in underestimating what has already been accomplished by the reform, and especially by the Arbitration Committee. Real progress has been made, such as we had not hoped for in this space of time; many individual houses have acted in individual cases on the principles above, and we could name a case in which an order for 6000 copies of a single book was refused to an underseller. Some noted undersellers have already come into the A. B. T. A.; others have been induced by the correspondence of the committee to cease underselling. Mr. Simmons' committee has been very active and effective, and the two committees are now in consultation as to the undersellers in great centres, who persist in fighting the interests of the trade. The publishers are seeing the necessity of the action desired, and developing "backbone" fast, although there is still room for improvement and the good work is not absolutely assured until the final difficulties are faced. In this connection, the following letter, received from a correspondent in one of the smaller cities by a prominent house here, may be read with interest by publishers:

November 8, 1875.

DEAR SIR: Your p. c. announcing a reduction of your discount to Mr. — is received. It is the first practical confirmation of the reform work we have yet seen. The publishers have talked till we have almost ceased to believe them, but have signally failed to take any step to check underselling. Mr. — has annoyed us here, as well as our friends in a neighboring city, by his persistent underselling.

We have lost considerable trade in consequence, too, and, worse than that, it makes our customers *lose confidence* in us. He has been giving 25 per cent to Sunday-school libraries, 5 per cent *discount on lesson papers and Sunday-school papers*, 5 per cent and 10 per cent discount from the 100 price of Sunday-school singing books. We would like to have had him join our local association, but he thinks he can do better to keep out and filch our trade. Thank you sincerely for your position. We shall not forget that you propose to stand by us. Yours truly,

P. S.—We showed your card to our neighbors, and they say Amen to our letter, and ask leave to add their names to it.

THE "Uniform Trade List Annual" for 1875-6 is now actually binding. We have been compelled, even at this late hour, to omit several lists which failed to come to hand, but more firms are represented than in any previous volume. We hope to deliver during next week, and any objurgations launched against us because of the delay, we politely hand over to the delinquent publishers.

THE types played us sad tricks last week in the haste caused by press of work. They made our "Bookseller" friend accuse "Subscriber" of piggishness, when, as "Subscriber" rightly guesses, he meant "priggishness," and they made us, in referring to the Chicago question, speak of the town's share, instead of the lion's share, of business—a proof, we suppose, that the staff of the PUBLISHERS' WEEKLY is a well-regulated family.

MR. RANDOLPH'S letter to the *Observer*, given elsewhere, is one of the best "campaign documents" of the reform, because it is as forcible as it is true. Booksellers should send for the *Observer* to show to their customers.

LETTERS TO THE EDITOR.

The interests of the trade can not be better served, than by a full discussion by its members of all questions which affect it. Our columns are always open to communications on any such subject, provided they be brief and suggestive, and we cordially invite the trade to express any suggestions or opinions of interest or value in "Letters to the Editor."

The Chicago Question.

To the Editor of the Publishers' Weekly:

Our friends, the great book-jobbers of Chicago, have issued a schedule of reduced discounts, and send a circular letter to the publishers in justification of the measure.

The substance of the argument is, in brief phrase, that Chicago, to maintain her pre-eminence as a book-mart, must undersell other jobbing points.

Determination to reduce seems to have been based then on two assumptions:

First, that Chicago has a sort of prescriptive right, which is now threatened by insignificant rivals, to sift through her coffers the tribute paid to literature by the great West. Such a right, however, is by no means a moral prerogative, but depends for its validity entirely upon the claimants' power to uphold it by the strong arm. This they propose to do, but can not without the aid of Assumption No. 2, viz.:

Secondly, that the rivals aforesaid will allow themselves to be undersold! Here an answer has been anticipated by circulars making the reduction general, that are even now piled deep as leaves at Vallambrosa in the retailer's wastebasket. He doesn't even preserve them for reference, for he knows the standard rate is established *wherever* he may please to order.

In this point of view it will strike a student of economics that a prodigious blunder has been committed—a blunder that can not benefit its authors, though it might involve some of them in a common ruin.

It needs no recondite acquaintance with the conditions of the book trade to predicate an actual loss where the apparent profit is within certain well-known limits, out of which freights and all expenses have to be paid.

An argument that the margin now proposed for jobbers is sufficient, may be adduced from "old times," when the same discount was common. It is a fact that some of the trade "lived" to see better days. True, but they didn't thrive, and "crashes" were as frequent as avalanches in the Alps on a summer's day. The survival even of the fittest was attributable to the most skilful management, or to abundant capital earned elsewhere. The idea of a pure jobber acquiring *wealth* in his business would have seemed absurd at any time during the ten years preceding reform. No branch of trade so illy repaid the investment and effort it required. The grocer and the dry goods dealer, his neighbors, supplying the same sections of country, were well content with their gains, but the book-man doing one fifth in amount at equal expense wondered why, upon the same percentage of profit, he could not seem to rival their success.

Of course we do not for a moment entertain the hypothesis that the reducing dealers, or any of them, are speculating in the calamity they appear to have invoked. Excellence of intention, however, will not palliate or avert such a result.

And here a practical consideration arises to present itself to the publishers. Are these gentlemen secure while they stand, sweetly unconscious it may be, at the end of a row of toppling bricks? It is a question of the future, that will arise again and again, like Banquo's ghost, if not heeded now, whether publishers should not, by selling under salutary restrictions, protect their customers from the consequences of their own rashness. Those who have the moral courage to do so may receive most thanks in the end.

But suppose disaster in its course to be arrested before the blind Samsons of Chicago are themselves crushed. Suppose the phoenix city to stand henceforth alone in its solitary grandeur to distribute books. Will that suit the publishers? Doubtless not, unless they are content to be isolated more than ever from their real patrons, the people. Better a hundred channels freely scattering the supply, than

one that may be clogged or whose service is sure to be capricious, and the conditions thereof arbitrary, in proportion as it deems itself indispensable.

A louder appeal than that of any self-interest will also be heard by the magnanimous publisher. It is the voice of his friends, his good buyers and prompt paymasters, whom he has seen with pleasure, during the past two years of salutary legislation for the general welfare, growing into safe and profitable business establishments, and representing him faithfully in ever multiplying centres of trade and influence. These cry with earnestness, almost with bitterness, against the cruel competition that threatens all their prosperity.

Yes, it is quite possible there is a lesson of duty for the publisher in all this.

It may appear at first sight that the retailer, at least, benefits by the circumstance which jobbers and publishers deplore. But even this is illusory. The greatest peril to the A. B. T. A. is the already disproportionate profit of the retailer. Increase it by that which rightly belongs to the jobber, and the temptation to "cut" will be well-nigh irresistible.

Another danger that threatens the organization is the lack of confidence which this event is likely to inspire in other branches. Dealers will not know what to expect of the main body when they see the most important auxiliary dissolving into thin air through the caprice of a few leaders who are "a law to themselves." Between distrust and temptation, the virtue of the average bookseller is likely to be severely tested in this crisis.

Brethren of Chicago, are you willing to be responsible for the train of evils which your action threatens to precipitate on the craft of which you are conspicuous and honored members? Will you put back the hands on the dial of reform just as they are at the stroke of twelve?

B.

From up the River.

TROY, N. Y., Nov. 6th, 1875.

To the Editor of the Publishers' Weekly:

DEAR SIR: We send you by mail to-day copies of the Constitution and By-Laws of the Hudson River Book Trade Association, in which you will see that its members have tied themselves up to the reform, without reservation. Its members are considerably disappointed that the New-York and Boston trade have not taken some step towards defining what a large buyer is. Until they do, we are quite at the mercy of our large rivals. The definition of a large buyer, and schedule of discounts, is similar to the one adopted by the Philadelphia trade. It was adopted by our association for the sake of uniformity, and at the suggestion of one or two gentlemen, prominent in the trade in New-York, who said the Central Booksellers' Association was about to adopt it. As the thing works now, our customers, many of whom go to New-York frequently, can get their books at a discount of 20 per cent without regard to quantity. We know this to be so, for two or three prominent publishers, who also do a retail business, in answer to inquiries in regard to what they consider a large buyer, have admitted that a purchase of \$5, or upwards, would probably entitle a buyer to 20

per cent discount. It seems to us something of a farce to pass rules for the maintenance of retail prices, and then give 20 per cent discount to all who claim it. What has become of the Arbitration Committee? Have they made any progress towards the prevention of underselling? It seems to us that the success of the reform hinges upon the ability of the legitimate trade to control underselling. We have been annoyed for a month or more by the underselling of an itinerant peddler, who styles himself "The Book Butcher." By the aid of stunning placards and handbills, he has caught considerable floating trade, and done much to generally demoralize things. With a great deal of rubbish he has some desirable stock which he is selling low: Nimmo's 8vo poets, at \$1.25; Nuttall's Dictionary, \$1; 12mo, gilt-edged poets, for 90 cents, etc., etc. In addition to the above, and really worse, for he is a permanent dealer, is a neighbor who is a professional underseller. He considers this trade organization as his opportunity, and expects to grow fat on the filchings from our trade, now that we are prevented from meeting him. These difficulties, the failure thus far of the Arbitration Committee to do any thing to prevent the most notorious undersellers from obtaining stock, and the very generous interpretation of the rules of the A. B. T. A. in vogue in New-York and Boston, rather tend to discourage organization. As friends of the reform and pioneers in this work, we call attention to the shortcomings, and to the general apathy that seems to take possession of the officers of the A. B. T. A. as soon as the zeal inspired by the Convention has passed away. It needs to be demonstrated, and without much delay, whether the A. B. T. A. has any power to control underselling. If it has, the association is a success, and is worth every thing to us. If it has no power to control these evils, it is a failure, and the sooner it passes into the limbo of things forgotten, the better.

Yours truly,

H. B. NIMS & CO.

"Subscriber's" Reply.

Nov. 9, 1875.

To the Editor of the Publishers' Weekly:

DEAR SIR: Your correspondent "Roorbach" is certainly right in supposing there is an opening for a live bookseller in the city in which "Subscriber" lives. We had one once from the North, but to our great chagrin his health obliged him to give up in a very short time. But, Mr. Editor, you are certainly wrong in imagining exaggeration in any thing I have written. I took care to put down nothing for which I had not actual witnesses to the particular facts, and every one here who has read the article has indorsed it most fully, and supplemented the instances by their own experience. I could have stated much more incredible facts, but to have told my stories intelligibly, I must have given the titles of the books, and so probably have betrayed to those who were guilty which cap was meant for which head. Therefore, I did not finish my six-dollar two-volume story; for the house could hardly have failed to recognize itself in the end, since it was one of the principals who waited on me. It was to the principal of the store I gave the order for the "Summa," but it was the chief clerk who

made the obliging offer of "The Winter in Cuba" as a substitute.

One head may recognize the fit of the following, but I must tell it. I asked the clerk for "Social Economy," in Putnam's Handy Book Series. "Haven't got it." Being anxious for it that day, I did not stir, but tried to persuade him he had, while roving my eyes around to see if I could espy the series on any shelf. At last I saw the set, just above my reach, and pointed them out. "Yes, but we have not the one you wish." "Well, hand some down, and perhaps I may find something to suit me." Slowly and reluctantly he gave up, leaning against the counter, and reached down the first one, which was—"SOCIAL ECONOMY"! The next day, I thought I would try whether he had improved in intelligence, and asked for "A Christian Painter of the Nineteenth Century." He thought he would be awake that time, and said he hadn't it, but the American S. S. Union was the place to get *that*. I knew it had been republished by Pott, Young & Co. about three months, and that the S. S. U. would probably about as soon sell the Catechism of the Council of Trent. But, for the fun of the thing, I went, and caused the clerk to stare in astonishment. This morning, I received a memorandum from my London agent, saying, for the third time, that a book which I had been unable to trace here was published in New-York.

I certainly have a great, and possibly omnivorous, appetite for books, but it is the first time I ever heard such appetite called pig-gish, even though one should sit down to so large and tough a meal as the "Summa." I will not credit "Bookseller" with meaning to say priggish, for what priggishness was there in asking in a church book-store for such a world-renowned book?—and, as a matter of course, to a store calling itself such I went for a theological work. I hope the booksellers generally will repudiate such a reflection on them, as supposing they could be ignorant of the "Summa" of St. Thomas Aquinas.

SUBSCRIBER.

TRADE MEETINGS.

Hudson River Booksellers' Association.

"THE Booksellers of Albany, Troy, West-Troy, Cohoes, Lansingburgh, Schenectady, and vicinity, being desirous of promoting a better acquaintance and understanding one with another, and for the purpose of establishing, as far as possible, sound and uniform methods of conducting business, have associated themselves under the name of The Hudson River Booksellers' Association." The Constitution, with this preamble, provides for annual meetings on the fourth Wednesday of September of each year, at which shall be elected a President, one Vice-President in each city and town; a Secretary and a Treasurer, with an Arbitration Committee of five members, who shall refer all matters which they are unable to adjust to the Arbitration Committee of the A. B. T. A. The annual dues are but \$1 per annum, and any respectable firm of booksellers is entitled to admission—the term including "dealers in books principally, books and stationery principally, drugs, books and

stationery principally, and news-dealers keeping a stock of books." The by-laws, etc., adopt the A. B. T. A. declarations, and the Philadelphia reduction scale; except Catholic books to Catholic institutions, clergy and teachers, "until it is officially announced through the PUBLISHERS' WEEKLY, that the Catholic publishers have given in their adherence to the reform;" place Methodist books in conformity with the concern's regulations, and hymn and tune and school books for introduction at the publishers' rates; and prohibit gifts and prizes. The declaration of principles, after reciting the feeling "that the universal custom of underselling, which has grown with in a few years to such startling dimensions, absorbing our profits and oftentimes sacrificing our personal dignity and honesty, should no longer continue," gives among other resolutions the following:

Resolved, That in view of a very common habit in vogue among many sharp, yet scarcely truthful buyers, of making statements that they can buy at a discount, or a better discount of a competitor, we do each other the justice to thoroughly investigate all such statements, and give such alleged offender an opportunity to explain; and if such explanation is not satisfactory, to report such infraction to our Arbitration Committee, who will deal with the case as provided by the Constitution.

Resolved, That in our retail selling we discontinue as much as possible the use of the word "discount," substituting in its place "reduction," or "concession," hoping it will aid in correcting an abuse that our trade has been peculiarly the victim of.

The following are the officers elected:

President—Henry B. Nims, Troy.

Vice-Presidents—S. R. Gray, Albany; C. B. Swart, Schenectady; W. H. Young, Troy; W. H. Daubney, West-Troy; W. D. McLean, Cohoes; Russell Porter, Lansingburgh.

Secretary and Treasurer—Clarence T. Jenkins, Albany.

Arbitration Committee—Joseph Knight, Troy; John Gilmour, Schenectady; Joseph Lord, Albany; Cephas Brainerd, Troy; Edwin Ellis, Albany.

The association has published a very neat pamphlet, in which all this matter is included. The up-river booksellers have certainly made an excellent start.

Personal Mention.

MR. A. EYRICH, of the New-Orleans trade, is editing a column of "Literary Notes" for the New-Orleans *Bulletin*, which makes a pleasant feature.

THE new book for children, just ready at the Putnams', "History of my Friends," introduces in the translator a new literary worker from a family of literary workers, Miss Amy Putnam.

AUTHORSHIP, or translatorship (?), is to be reinforced from the stage. Octave Feuillet's novel, "A Marriage in High Life," as announced by Carleton, will be translated by Rose Eytinge and Celia Logan.

MR. HORACE E. SCUDDER long ago wrote delightful books for children. The children are now grown up, and so, we suppose, he takes to grown-up fiction. *Appleton's Journal* of next week will commence a serial of five instalments from his pen, under the title of "The Heirs of the Bodley Estate." It is said to be of remarkable promise.

BOOKS RECEIVED.

THE SHIP IN THE DESERT, by Joaquin Miller. (Roberts Brothers.) With a mere thread of a story for a foundation, Mr. Joaquin Miller again weaves together some of his vivid fancies and picturesque descriptions of the wild Western country. No American writer of the present day has the same reputation in England that Joaquin Miller has made. There, his stirring, passionate verses, his powerful descriptions of nature in its grand, wild, almost unknown state, as it exists in our Western wilds, has stamped him as one of the foremost poets of the time, full of promise, in spite of many faults, and with a strength in expression and originality in thought as marked as it is rare. We commend his present work to American readers as fully up to anything he has done. 16mo, cloth, \$1.50.

SIX TO SIXTEEN, by Juliana Horatia Ewing. (Roberts Brothers.) This story, written for girls, describes a young lady's life from six to sixteen. The heroine of the story is born in India, lives a while in France, but eventually settles permanently in England. There, in Yorkshire, in a highly cultivated family, all with various "hobbies" of an intellectual nature, she lives a happy and useful existence. The story embodies a good many of the authoress' theories on education, and especially points out the lasting pleasure and benefit to be derived from intellectual pursuits. There are ten very good illustrations by Helen Paterson. 16mo, cloth, \$1.50.

MICE AT PLAY, by Neil Forrest. (Roberts Brothers.) While the children will laugh heartily at the gambols of these naughty "mice at play," only the anxious, driven, overworked mammas will fully appreciate the moral of the story. Papa thinks it an easy thing to keep house, and wonders Mamma frets over it so, and sends her away on a visit to recruit, while he remains in charge. The children, four wild, bright, spirited, young ones, set the ball in motion the moment she takes her departure, as they are all ready and primed for a good time. To find out all that they do, and they certainly do some very funny things, we refer readers to the book, which will also explain how Papa changes his opinions on the subject of house-keeping, and how glad he is to abdicate for Mamma. One of the very best among the numerous juveniles out. Illustrated by Sol Eytinge. Sq. 16mo, cloth, \$1.50.

HUGH MELTON, by Katherine King. (Harper & Bros.) Miss King again draws her inspiration from barracks life. Her present story is not so long or so elaborate as "Our Detachment," but makes up for that in point of a more concentrated interest. 8vo, paper, 25 cents.

HISTORY OF THE UNITED STATES, by John Clark Ridpath. (Jones Brothers & Co.) An entirely new plan has been adopted in the preparation of this history. Besides giving an accurate and spirited account of the principal events of our national history, from the times of the first discoveries to the present day, the author has discussed the philosophy of those events as fully as possible within such narrow limits. The volume is also richly illustrated by pictures, charts, maps, and diagrams—the charts embracing the features of "Lyman's Historical Chart." Well printed on clear, white paper in large, bold type. A very desirable

text-book in every way; as such it is recommended to the special attention of teachers. 8vo, cloth, \$1.75.

THE QUEEN OF CONNAUGHT. (Harper & Bros.) An altogether new subject is treated of in this novel. A young Irish girl, a direct descendant of the "Queen of Connaught," received by Elizabeth personally at the English Court, grows up, with her mind filled with the traditions of her race, and her heart full of the sufferings and joys of those around her—"her people," as she loves to call them. We have not space to give her story, but it is extremely touching and pathetic, and told with a remarkable power. The descriptions of life and character among the peasants of Connaught are very skilfully done. By an unknown author. 8vo, paper, 50 cents.

RIVERS OF ICE, by R. M. Ballantyne. (Pott, Young & Co.) An interesting and exciting story for boys of Alpine adventure and glacier action, both instructive and amusing and full of incidents. Illustrated. 16mo, cloth, \$1.50.

THE MYSTERIOUS ISLAND—DROPPED FROM THE CLOUDS, by Jules Verne, translated by W. H. G. Kingston. (Scribner, Armstrong & Co.) This is only the first part of "The Mysterious Island." It will be completed in three books. The other two, "Abandoned" and "The Secret of the Island," the Scribners announce for publication. This is the story of the voyagers who escaped during the war from Richmond in a balloon, and are afterwards wrecked on an island in the Indian Ocean. Their subsequent adventures will be found in the other parts of the work. A handsomely gotten up and fully illustrated book. Crown 8vo, cloth, \$2.

SOUL PROBLEMS, by Joseph E. Peck. (Charles P. Somerby.) A number of essays on life, death, and a future state, permeated with a thoroughly materialistic spirit. 12mo, cloth, 75 cents; paper, 50 cents.

THE HEROES OF THE ARCTIC, by Frederick Whymper. (Pott, Young & Co.) This little book gives in a very compact form, and in a very clear narrative, the history of all the various Arctic expeditions that have been made by different countries, with the results attained, and biographical sketches of the leaders and heroes of the expeditions. The work is brought down to the present year, and the sailing of the Pandora, sent out by Lady Franklin. 16mo, cloth, \$1.50.

JOLLY GOOD TIMES, by P. Thorne. (Roberts Brothers.) "Child-Life on a Farm," the second title to this story, fully describes it. It relates the various plays of Millie and Teddy, two little children who lived outside of Boston on a farm, and who went strawberrying, made hay, hunted for eggs, and celebrated Thanksgiving. There is a bright, healthy atmosphere about the book, which makes it an eminently desirable one to place in the hands of young children. Like the other juveniles brought out by this house, it is noticeable for the neat and attractive way in which it is gotten up. The illustrations are by Addie Ledyard. Square 16mo, cloth, \$1.50.

NINE LITTLE GOSLINGS, by Susan Coolidge. (Roberts Brothers.) A collection of short stories, based on "Mother Goose's" rhymes, with such very suggestive names as the following:

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JONAH, THE SELF-WILLED PROPHET, by Stuart Mitchell. (Claxton. Remsen & Haffelfinger.) Mr. Stuart Mitchell is, we believe, the first American who has attempted a translation of the book of Jonah. He has taken it directly from the Hebrew, and has accomplished his work in a very able and scholarly manner. His exposition aims to fill up, as consistently as possible, the brief outline of the narrative given by the text, and to aid the reader in deducing the lessons it teaches. He admits all the miracles of the story, and fortifies his ground by numerous notes and references. The book is written in the form of a story, and is quite fresh and interesting. 12mo, cloth, \$1.50.

NATURE AND THE SCRIPTURE, by Tayler Lewis, LL.D. (Board of Pub. of the R. C. A.) Under this general title are included five lectures, delivered before the Theological Seminary and Rutgers College, by Mr. Tayler Lewis, during the year 1875. They are severally named, "The Fearfulness of Atheism," "The Denial of the Supernatural," "The Cosmical Argument—Worlds in Space, Worlds in Time"—"The Kingdom of God." 12mo, cloth, \$1.25.

WE have to acknowledge, from Dick & Fitzgerald, two little books of special interest, "The Amateur Trapper" and "The Horseman's Guide," by George P. Delisser. The first is a complete guide to the art of trapping, snaring, and netting. The second gives every possible information about buying and selling horses, with a great deal of other matter on the same subject. Each, 75 cents.

HANDBOOK FOR CHARCOAL-BURNERS, by G. Svedelius, translated from the Swedish by R. B. Anderson. (John Wiley & Son.) This is looked upon as probably the best treatise ever published on the manufacture of charcoal. In the year 1862, the Swedish government offered a prize for a suitable and popular treatise on the subject, and in five years only received seven treatises. None of them were considered good enough to draw the whole prize, but suitable compensation was made, and two of the best placed in the hands of Mr. Svedelius, who produced the present work by using the material given him, and adding to it from many valuable sources. 12mo, cloth, \$1.50.

THE HISTORY OF MY FRIENDS, translated from the French of Emile Achard. (G. P. Putnam's Sons.) Achard calls this "the history of some animals whom I considered it an honor to have known in life, and who thought me worthy of their friendship." Both children and grown folks will find it very interesting reading. A very attractively gotten-up book, and very fully illustrated. The binding is noticeably brilliant. Square 12mo, cloth, \$1.75.

Mr. Randolph in the "Observer."

[By the courtesy of Dr. Prime, we are enabled to reprint the following letter from Mr. Randolph from this week's issue of the *Observer*. The letter explains itself.—ED.]

Messrs. Editors of the N. Y. Observer:

In your issue of the 21st inst., I find the following:

"A book that sold before the war for \$1.25 now brings \$1.75 and \$2. Publishers' discounts to jobbers and retailers have not changed. They range from 33½ to 42 per cent. The retailer can sell from 20 to 30 per cent below the rates asked, and still make a living profit. He is forbidden to do so, however, by the trade union to which the leading publishers belong. The result of this is, that literary men are buying as few American books as possible, and are filling their shelves from foreign markets. Public libraries are doing the same thing. It is next to an impossibility to regulate trade by combination. Competition is the life of business, and in the long run steady perseverance in doing the fair thing wins success."

Will you kindly permit me space to correct the misapprehensions of the writer as to the origin and purposes of the American Book Trade Association?

It is true that, during the war, the prices of books were advanced, and that those prices are still more or less maintained. What is true of the book trade is also true of the newspaper press—the prices of neither have been reduced to the ante-war rates, for the simple reason that the cost of *production* and of *distribution* has been greatly enhanced. The proof of this is found in the fact that the net profits of the publishers, both of newspapers and of books, are no greater than they were fifteen years ago.

The statement that fifteen per cent is a living profit to the *dealer* in books, is quite as much of an error as it would be to say that, inasmuch as a copy of a newspaper costs three and one half cents to produce it, while it is sold for six, four cents and a quarter should give a sufficient profit.

Every book published is a distinct commodity and bears a *retail* price. This is fixed by the publisher, and from that price a discount is made to the dealer. It is seldom that the discount on miscellaneous books, except a certain class of children's books, averages more than 35 per cent. The character of the bookselling business makes it a limited one, and the history of the retail trade shows that unless the business pays an average profit of 30 per cent, it is scarcely worth the following, and, even on this basis, that it returns less than any other demanding the same degree of capital and intelligence.

In regard to publishing, the impression prevails that the miscellaneous book-publishing business is one of the most profitable in the world; but it can be shown that it does not return a *net* profit of 10 per cent, while it is subject to great losses and depreciation; and that the author who receives a 10 per cent royalty on his book when the sale does not exceed three or four thousand copies makes as much out of it as the publisher. In that very large number of cases in which the book is not successful to the above extent, the publisher, and not the author, suffers the actual pecuniary loss.

For many years, it has been the custom of the trade to make a discount from the retail prices to clergymen, public and Sunday-school libraries, secular teachers, and schools; and this rule still holds under the reform move-

ment; but, by degrees, there sprang up, in "the competitions of trade," a custom of making discounts to all classes and conditions of men shrewd enough to argue for them. Schools and teachers and librarians managed finally to buy as cheaply as the dealers, and many publishers would sell at retail over their counters at rates within 5 or 10 per cent of those made to the trade. The great centres thus bid for the business not only of the centres, but of the whole country, and the result was a serious and damaging effect upon the local bookstores, which were ready to make the 20 per cent discount to the privileged classes, but could no longer live if only 15 or 18 per cent could be obtained on the balance of the business.

So serious had the evil become, and so liable to prove a great injury not only to the dealers, but the publishers, that a number of the *retailers* of the West moved in the matter of a reform. The statement of their case was so clear that it commanded the attention and co-operation of many of the publishers, and the final result was the organization, more than a year ago, of the American Book Trade Association, which has on its roll not only a very large number of dealers, but also the religious publishing societies and the large publishing and jobbing houses of the trade.

Will you let me add that the Association is not a trade union, in the sense you imply, but a simple organization in the interest of fair and honorable dealing. It aims to secure to the bookseller a *reasonable* profit, without which he can not live: *for every book sold at the rates you have named is sold not only without a profit to the seller, but often at a positive loss; for the average expense of conducting the retail book business is seldom, if ever, less than 15 per cent.*

I can not but think that you are in error in saying that, as a result of this movement, "literary men are buying as few American books as possible, and are filling their shelves from foreign markets." My knowledge and observation has not shown me any such result, for our reprints of English books are much cheaper at the full retail price than the original editions, while the books not reprinted are excessively dear. I have found a readiness on the part of many to recognize not only the justness, but the desirableness, of the movement for reform, on the ground that the published retail price of a book should no longer be a *fiction*, and that the *sharp* buyer should no longer gain an advantage over the *generous* one, by persuading the publisher or the dealer that he ought to buy cheaper than his neighbor because he knew how to do it!

I am sure that you will agree with me that a well-furnished bookstore in the town and village is very desirable, but it must be borne in mind that not even "a steady perseverance" will maintain it, if the bookseller can not make a living out of it. That competition which your writer alleges is the life of business has shut up many a one, and weakened hundreds of others during the last few years. I speak of that which I know, and the evil and the danger are only to be met and remedied by *honest dealing all round*, and the recognition by the public—which I believe it is ready to give—of the simple truth, that the laboring bookseller is worthy of his hire.

May I not hope that I have removed the misapprehensions of your writer, and that now the

Observer will lend a valuable helping hand in this movement for a long-needed reform?

Very respectfully yours,

A. D. F. RANDOLPH,

President American Book Trade Association.

STATIONERY NOTES.

A VERY neat Centennial card, the "Excelsior," is published by the Thomas W. Price Co., of 505 Minor street, Philadelphia. It is neatly printed on a combination of tints, and contains views of the five principal exhibition buildings artistically grouped around an emblematical design illustrating the protection afforded to the arts and sciences by the Genius of Liberty, with blank for business card. Price, \$7 per thousand.

LITERARY AND TRADE NEWS.

THE Scribners will of course publish Max Muller's fourth and concluding volume of "Chips," which will be composed of lectures, articles, and notes, divided into nine heads. The first four are on "Comparative Philology and Mythology," and the "Science of Religion." His "Life of Colebrook," address before the Aryan section of the last Oriental Congress, "Reply to Mr. Darwin," and a piquant essay in "Self-Defence," will also be included, as well as a general index to this and the preceding volume.

THE Yale professors are talking of getting up a work on the college, patterned on "The Harvard Book."

THE Methodist Book Concern will issue about the first of next month an important book on "Methodism and its Methods," by the Rev. Dr. J. T. Crane. The several chapters will be on the origin, growth, and present state of the Church; its organization; itinerancy, its lights and shadows; the episcopacy and its proposed modifications; the presiding eldership, its origin and value, the question of its being made elective, and other proposed modifications; the perils of ecclesiastical prosperity and those of ecclesiastical centralization.

NEGOTIATION is in progress between G. W. Carleton & Co. and a well-known distributing house, which proposes to buy the market on the entire first edition of Miss Evans' "Infelice."

THE Dartmouth boys have been playing pranks up at Hanover, by no means creditable to their manliness and good sense. Last week there was an auction sale at the store of Mr. J. B. Parker, at which the students acted so riotously, breaking windows, and assaulting Mr. Parker and his clerk, that he obtained indictments against ten of the number. They were arrested at night, and in the morning taken to the train for Plymouth, where they were to be tried. The other students accompanied them in a body, hooting and howling, and only six were left to attend chapel. When Mr. Parker arrived at the depot, the students laid hands on him and locked him up in the ticket office until the train had gone. The students were released on bail, and will be tried at the March term of the court at Haverhill.

"SCRIPTURE Speculations," credited to H. R. Stevens, in our list of October 9th, will be supplied the trade by C. P. Somerby, 139 Eighth street, city.

MR. JNO. F. MARTHENS, Pittsburgh, Pa., informs us that he can still furnish a few copies of his "Typographical Bibliography," at 50 cents each.

MR. W. B. CLARKE, 340 Washington street, Boston, late with W. H. Piper & Co., prints a neat, selected catalogue, particularly rich in fine works on art and architecture. It includes also a number of MSS. in vellum.

WE have the first number of the *Music Trade Review*, to be published on the 3d and 18th of each month by the Trade Review Publishing Company (Limited), 860 Broadway, at \$4 a year. It is a presentable pamphlet of 12 pages, music sheet size, with neat covers, and is meant as a representative of the music publishing and allied interests. It has many articles on musical topics, letters from the musical critics of Europe, descriptive lists of all new music, musical news, and trade information.

WE have from the New-York Society of Practical Engineering (address, 212 Broadway) a pamphlet containing the annual address of President Jas. A. Whitney, on "The Relations of the Patent Laws to American Agriculture, Arts, and Industries." His showing that patents for inventions are not monopolies, has some trade interest in connection with copyright questions.

NEW-ORLEANS is to publish a novel, which is to be a Southern "Bonanza," it is claimed. "The Miller of Silcott Mill" is by a resident of the fashionable quarter of the Crescent City, but the name is not given.

DR. PATTON, of *The Advance*, has nearly ready for the press a volume on "Prayer and its Remarkable Answers."

A BEEKMAN street house advertises in the printing journals, for the benefit of the provincial papers, their "new serial story," "stereotyped by our patent process at 12½ cents per 1000 ems, complete proofs of which are now ready and will be mailed free on application." This is the latest money-saving device.

AN edition of the Life and Works of Count Rumford, one of the most remarkable of Americans in the Revolutionary age, is to be published by Estes & Lauriat, in five volumes.

THE *Literary World* gives the following particulars of Mr. Josiah P. Quincy's little book, to be published by Roberts Bros., on "Protection for Majorities; Considerations Relating to Electoral Reform; with other Papers:" "The author has discussed these and kindred subjects with marked ability in the pages of *Old and New*, and offers this collection as a fitting contribution to centennial literature. The contents of the book will be the following: Introductory; The Protection of Majorities; Coercion in the Later Stages of Education; The Function of Town Libraries; The Abuse of Reading; The Better Samaritan."

SWINBURNE writes the paper on Beaumont and Fletcher in the *Encyclopædia Britannica*.

THE Appletons are to publish a superb volume, with photographic portraits and brief sketches of English poets, the photographs being of German origin, and similar to the

well-known series of the great musical composers.

MISS HARRIET MARTINEAU, it is stated, has nearly completed her memoirs.

M. ERNEST RENAN's two final volumes on the Early History of Christianity will be published in the beginning of the coming winter. The volumes already issued are "Vie de Jesus," "Les Apotres," "Saint Paul," and "L'Antichrist." M. Renan has also in press a volume of Miscellanies.

GUSTAVE DORE is to get \$50,000 for his illustrations of Shakespeare.

MESSRS. COLLINS, of Glasgow, are providing maps, nicely colored, 13 by 11 inches, at a penny each; also a series of outline maps and blank projections, the same size, for the use of poorer children.

THE *Herald's* London correspondent announces the removal of most of the objection Mrs. Charles Kingsley had to a proposed life of her husband, and that letters and facts are being got together for a "Life of the Rev. Charles Kingsley," which will be written by his great friend and admirer, Tom Hughes.

THE English trade are still having a hot discussion over "leatherette," the cheap substitute for leather, which is simply felted paper, dyed to correspond in color with the surface, and, instead of being embossed by being run through a pair of engraved cylinders, as is "feltine," cut into pieces, and embossed by means of electrotype plates, made by depositing the copper upon the surface of handsomely-marked specimens of leather, so that an exact copy is obtained of the markings of the skin itself. A correspondent of the *Bookseller* reiterates that this is poor stuff, that nowhere stands the test of use. It has, however, many defenders.

FARRAR'S "Life of Christ" has reached a sixteenth edition in England.

A POLYGLOT edition of Bunyan's "Pilgrim's Progress"—French, German, Italian, Spanish, Portuguese, and English—has been started in England.

BROCKHAUS, at Leipsic, will publish a work under the title "Artes Africanæ—Pictures and Descriptions of the Productions of Central African Nations," by Dr. G. Schweinfurth. This will be a continuation of "The Heart of Africa."

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- 1 Wheaton's Life of Pinckney, unabridged.
- 1 Legare's Works.
- 1 Proofs and Illustrations of the Attributes of God from the Facts and Laws of the Physical Universe, by McCulloch, 3 vols., 1837-41.

JOHN P. DES FORGES, BALTIMORE.

- Karpaphilus, by D. Hoffman, 2 vols.
- Major Jack Downing, My Thirty Years out of the Senate, 1859.
- Major Jack Downing Way Down East, 1855.
- Robert Knox, M.D., The Races of Men, 8vo, 1835.
- S. L. Knapp, Life of Aaron Burr, 1835.
- M. L. Davis, Memoirs of Aaron Burr, 2 vols., 1837-8.
- H. S. Randall, Life of Thomas Jefferson, 3 vols., 8vo, 1858.
- Schoolcraft's Indians, 4to, vols. 2, 3, 4, 5.
- Ramsey's History of Revolution in S. C., vol. 2, Trenton, 1785.
- Bartlett, J. R., Personal Narrative, vol. 1, 1854.
- Congressional Globe, vols. before 30th Congress.

R. R. BOWKER, OFFICE OF PUBLISHERS' WEEKLY.

Words and their Unverbal Meanings, Johnson.

T. S. WHITE & Co., ST. PAUL.

- 1 Thackeray's Book of Snobs, Cabinet ed., brown clo.
- 1 Thackeray's English Humorists, Cabinet ed., brown clo.
- 1 Irving's Grenada, Sunnyside ed., maroon clo.
- 1 Irving's Bonneville, Sunnyside ed., maroon clo.
- 1 Irving's Knickerbocker, Sunnyside ed., maroon clo.
- 1 Macaulay's England, vol. 6, 12mo, shp.

B. WESTERMANN & Co., NEW-YORK.

- 1 Green, Dr. Horace, Treatise on Diseases of the Air-Passages, 1858.

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A. H. CLARK, Peekskill, N. Y., buys, sells, and exchanges new, second-hand, and shelf-worn School-books. Correspondence, with lists of books wanted and for sale, solicited.

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